GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1005
ANSWERED ON:29.04.2016
TRP of TV Channels
P. Shri Nagarajan

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is aware that many TV channels are involved in malpractices to increase their Television Rating Point (TRP) across the country;

(b) if so, the details thereof; and

(c) the details of the mechanism adopted by the Government to check/control such malpractices of TRP?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) to (c): The mechanism of generation of Television Rating Points (TRP) including issues relating to transparency and credibility has attracted attention of Government as well as Legislature from time to time.

A comprehensive examination of TRP generation was taken up by the Standing Committee on Information Technology. In the 67th Report (2008-2009), tilted "Television Audience Measurement in India", the Standing Committee critically examined the entire system of TRP generation in India and made several recommendations.

The Ministry also made a reference to TRAI in August 2008 for their recommendations and suggestions. TRAI submitted its report to the Ministry in December 2009 recommending self-regulations in generation of TRPs.

Meanwhile IBF took steps to register BARC as a Not-for-Profit company under Section 25 of the Companies Act, 1956 in July 2010. Though BARC was registered it was felt that several issues relating to its effective operation remained to be addressed. Therefore an independent committee headed by Dr. Mitra, the then Secretary General of FICCI was constituted by the Ministry. The Committee submitted its report on 25.11.2010, recommending several measures for BARC to start operations.

Following request by this Ministry, Telecom Regulatory Authority of India (TRAI), on 11.09.2013 gave recommendations on 'Guidelines for Television Rating Agencies', available on TRAI's web site i.e www.trai.gov.in. The recommendations were accepted by this Ministry and after obtaining approval of the Cabinet, the guidelines were notified on 16th Jan 2014.

The Guidelines for Television Rating Agencies in India are designed to address aberrations in the existing television rating system in India. These guidelines are aimed at making the Television rating transparent, credible and accountable. The agencies operating in this field have to comply with directions relating to public disclosure, third party audit of their mechanisms and transparency in the methodologies adopted. The share of broadcasters in shareholding of TRP agency has also been limited in order to reduce their influence on the published results. This would help to make the rating agencies accountable to the stakeholders like the Government, Broadcasters, Advertisers, Advertising agencies and above all the people of this country.
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